Mindluster Platform

About the course Marketing Analytics

Marketing analytics is the study of data to evaluate the performance of a marketing activity. By applying technology and analytical processes to marketing-related data, businesses can understand what drives consumer actions, refine their marketing campaigns and optimize their return on investment .

Marketing Category's Courses

Course Lesson(7)

Lesson 1 : **How to Use UTM Parameters to Track Your Marketing A Beginner s Guide**

Lesson 2 : **How to Get Started With Marketing Analytics A 5 Step Framework**

Lesson 3 : **How to Customize Reports in Google Analytics**

Lesson 4 : **Google Analytics Goals How to Set Up and Analyze Customer Journey Goals**

Lesson 5 : **Starting With Google Tag Manager A Beginner s Guide**

Lesson 6 : **How to Create a Google Data Studio Dashboard**

Lesson 7 : **How to Analyze Site Visitor Engagement With Google Analytics Reports**

Related courses

How To Start Social Media Marketin

Search Engine Optimization

Digital Strategy Brand Marketing Workshop

Marketing Automation

YouTube Marketing Training

Google Adwords Training

for Business Contact
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